

Yoghurt and Sour Milk Products in Slovenia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flavoured yoghurt continues to enjoy rapid growth boosted by growing demand for and availability of more complex flavour combinations
Growing attraction among consumers for natural local products fails to undermine the strong position of the leading larger players
Value-added benefits boost demand for yoghurt among both adults and children

PROSPECTS AND OPPORTUNITIES

Ongoing steady development of retail e-commerce as consumers become accustomed to the convenience of buying online
Strong forecast period growth of yoghurt as players develop the category further through exotic flavour combinations
Functionality and sustainability also help to drive sales of yoghurt and sour milk products

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